



RTU Course "Cross-Cultural Aspect of the Language"

01A01 Speciālā lietojuma valodu katedra

General data

| | |
|---|--|
| Code | VIA609 |
| Course title | Cross-Cultural Aspect of the Language |
| Course status in the programme | Compulsory/Courses of Limited Choice; Courses of Free Choice |
| Course level | Post-graduate Studies |
| Course type | Professional |
| Field of study | Languages |
| Responsible instructor | Irina Liokumoviča |
| Academic staff | Tatjana Smirnova |
| Volume of the course: parts and credits points | 1 part, 2.0 Credit Points, 3.0 ECTS credits |
| Language of instruction | LV, EN, RU |
| Possibility of distance learning | Not planned |
| Abstract | The aim of the course is to provide students with knowledge about the diversity of cultures, develop their cross-cultural awareness in order to strengthen their communication skills. The students' cross-cultural awareness is necessary in order to be able to select a relevant strategy for culture specific text translation. Students are introduced with the methods and approaches to cultural studies. The lectures explore the theory and practice of translation in the context of multicultural environment. Acquisition of the course is through a combination of lectures, guided seminars and practical classes. Throughout the course, the students are encouraged to broaden their individual knowledge and understanding of the subject as well as to undertake independent reading both to supplement and consolidate what is being taught. |
| Goals and objectives of the course in terms of competences and skills | The aim of the course: The aim of the course is to develop students' cross-cultural communication skills and provide them with the skills needed for the research in the general field of translation and intercultural studies. The course also aims at developing students' skills to identify and deal with translation problems caused by the differences between source and target cultures. Objectives of the course: 1. Discuss different cross-cultural issues in order to dispel misconceptions and misunderstanding regarding cultural appreciation; 2. Raise cross-cultural awareness; 3. Establish and discuss differences and similarities between cultures, culture stereotypes; 4. Translate the texts |
| Structure and tasks of independent studies | During the course students have to write at least two essays on the topics covered, prepare and present a report on a topical issue in the field of cross-cultural studies, attend lectures and participate in seminars. |
| Recommended literature | 1. Cambie, S., Yang-May, O., (2009) International Communications Strategy: Developments in Cross-Cultural Communications, PR and Social Media, Kogan Page 2. Dumbleby R., Burton G., (2005) More than Words. An Introduction to Communication. Routledge, GB 3. Interpersonal Communication and Human Relationships (2004) Allyn & Bacon; 5 edition 4. Ishihara N., and Cohen A., (2010), Teaching and Learning Pragmatics: Where Language and Culture Meet, Longman, GB. 5. Knapp M.L., Daly J.A., (2002) Handbook of Interpersonal Communication, Sage Publications, Inc, USA 6. Lewis, R. (2008) Cross-Cultural Communication: A Visual Approach, Transcreen Publications 7. McMurran, M., McGuire, J. (eds), (2005) Social Problem Solving and Offending: Evidence, Evaluation, and Evolution (Wiley Series in Forensic Clinical Psychology), Wiley-Blackwell 8. Montgomery, M., (2008) An Introduction into Language and Society, Routledge, GB. 9. Morder C. L., Martinovic-Zic A., (2004) Discourse Across Languages and Cultures, Benjamins, the Netherlands. 10. Vigotsky, L.S., (1996) Thought and Language, MIT Press. 11. Xiaogin, L., (2010) On Cross-Culture Translation Strategies: In a Context of Global Convergence, LAP LAMBERT Academic Publishing |
| Course prerequisites | English language skills according to CEFR |

Course outline

| Theme | Hours |
|---|-------|
| Introduction: Beyond the word. Survey of the literature on the theme. Aims and tasks of the course. | 2 |
| Consideration of interconnection between language and culture. | 2 |
| Social skills: cognitive and behavioural abilities. Verbal and non-verbal communication patterns. | 2 |
| The importance of cultural awareness. Cross-cultural competence. | 2 |
| Cross cultural awareness training. Dealing with cultural stereotypes. | 2 |
| Cultural barriers. Culture conflict. Strategies to resolve culture conflicts. | 2 |
| Means of contact; barriers to communication; interpersonal skills | 2 |
| Translation as communication across cultures | 2 |

| | |
|--|---|
| Examining a more global approach to translation models, looking at the text, context and culture | 2 |
| Interlanguage pragmatics. Language as an integral part of culture. | 2 |
| Discourse markers across language. Genre as a locus of social structure and cultural ideology | 2 |
| Analysis of different cross-cultural patterns in order to dispel misunderstanding | 2 |
| Contrastive discourse analysis. Theoretical concepts and main approaches. | 2 |
| Contrastive discourse analysis. Dealing with culture specific translation problems. | 2 |
| Concept of multiculturalism. Studying translation in cultural context. | 2 |
| Credit test. Presentation of the students' portfolios | 2 |

Learning outcomes and assessment

| Learning outcomes | Assessment methods |
|---|--|
| Students are able to recognize and be aware of various cross-culture problems in communicative aspects of the language. | Students develop cross-culture awareness and experience as well as understanding of cross-culture barriers and conflicts studying relevant scientific literature. |
| Students are able to identify and differentiate similarities and differences in cultural stereotypes in source and target cultures. | Students recognize and identify culture stereotypes, presenting their knowledge in essays and presenting reports. Assessment: essays, seminars, reports, exam. Evaluation: mark according to 10 grade scale. |
| Students are able to solve problems associated with cross-culture issues and select a correct strategy in text translation. | Students translate texts, retaining unique character of the source and target texts. Assessment: translations during submitted during the semester. Evaluation: mark according to 10 grade scale. |
| Students are able to analyze and study translations in cross-cultural aspect. | Students analyze translation problems and approaches, contrastive discourse, demonstrating theoretical and practical knowledge on cross-cultural aspects of the language. Assessment: contrastive discourse analysis conducted by the student is assessed at seminars, exam. |

Study subject structure

| Part | CP | ECTS | Hours per Week | | | Tests | | | Tests (free choice) | | |
|------|-----|------|----------------|-----------|------|-------|------|------|---------------------|------|------|
| | | | Lectures | Practical | Lab. | Test | Exam | Work | Test | Exam | Work |
| 1. | 2.0 | 3.0 | 0.0 | 2.0 | 0.0 | * | | | | | |